

For more than 85 years, United Way of Greater Portland's **mission** has been to improve people's lives by mobilizing the caring power of our **community**.

Today, we are uniting individuals and organizations around our community's shared vision, **Thrive2027**, three 10-year goals to improve education, financial stability, and health for **every person** in Greater Portland.

With community partners, we build on strategies that are known to achieve **the best results**, and we rigorously evaluate our progress.

And, because we believe **everyone** has a role to play in building a thriving community, we actively seek to engage donors, advocates, and volunteers to create measurable, long-lasting community change.

Thank you for partnering with us.



## COLLABORATIVE COMMUNITY ACTION

### Forging Partnerships for a Healthier Community

In 2017 after a community needs assessment, Maine Medical Center and Preble Street teamed up to launch The Learning Collaborative, a creative solution to support those experiencing homelessness. Funded in part by your support of United Way of Greater Portland, The Learning Collaborative helps individuals access safe care—at the right time—and navigate existing health and social service resources. Individuals experiencing homelessness improve their self-sufficiency, and as a community, the program reinforces collaboration, communication, and care-coordination across community agencies, social service and health care providers.



Photo: Preble Street

The collaboration not only wraps support around our community's most vulnerable members with this innovative program, it is educating Greater Portland's future clinical workforce.

### A Two-generation Approach by a United Force

Funded by United Way's *Women United*, The Opportunity Alliance's *Project WIN* (Women in Neighborhoods) is a collaboration that works with a group of single mothers and their children living in Portland's East Bayside neighborhood. Project WIN engages community partners like SMCC, Portland Adult Education, Head Start, Pine Tree Legal, and East End Community School to help parents pursue employment skills and education goals to improve their own economic security and stability, while simultaneously ensuring their children are on a path at an early age to foster a love of learning. By focusing jointly on the development of both mother and child(ren), Project WIN engages families using a two-generation approach. Women United supports this initiative because they know children and families do better when they *both* have every opportunity to succeed in school, in work, and as a family. To learn more, visit [www.unitedwaygp.org/womenunited](http://www.unitedwaygp.org/womenunited).



Photo: Maine Women Magazine

United, **2,677** volunteers donated **18,292** hours in 2017 to help United Way achieve sustainable community change.



**2018  
COMMUNITY  
REPORT**

**LIVE UNITED**

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## THRIVE2027: GOALS FOR 2027



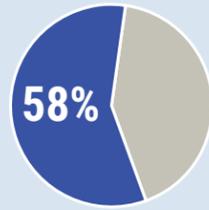
### GOAL 1: Every child has quality early learning experiences beginning at birth.

By 2027, 70% of children read proficiently at the end of third grade.

Cumberland County: 3rd Grade Reading Proficiency



## WHY IT MATTERS



58% of 3rd graders in Cumberland County read proficiently.

3rd graders who are not reading at grade level by the end of the school year are **4x** more likely NOT to graduate from high school.



**12,388** (33%) of school-age children in Cumberland County qualify for free or reduced school lunch, a key indication that children live in low-income families.

**18.7%** of children are food insecure.

Only **36%** of third graders who are eligible for free or reduced lunch read proficiently.

## UNITED WAY IN ACTION

**281** children in high-quality early childhood programs funded by your support are making progress on developmental milestones and are better prepared for kindergarten.



**\$4 million** a year in State funding was secured through successful statewide advocacy with key partners to expand pre-Kindergarten. Research shows access to high-quality early learning increases a child's likelihood of academic success.



**50** elementary school children from Portland's East Bayside neighborhood strengthened their reading skills while engaging in the arts thanks to funding from the Brick & Beam Society.



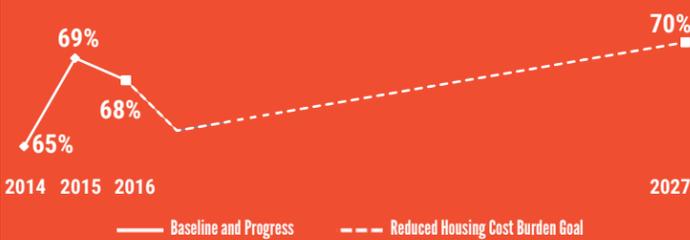
**76** childcare providers participated in trainings sponsored by Westbrook Children's Project to enhance the quality of their services.



### GOAL 2: People have the education, employment opportunities, and resources to achieve financial stability.

By 2027, 70% of households pay less than 30% of their income on housing.

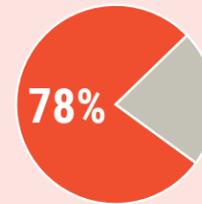
Cumberland County: Residents Paying 30% or Less of their Income on Housing Costs



**58%** of adults, ages 25-64 in Cumberland County, have an associate degree or credential beyond high school. An adult with an associate degree earns **51%** more than a high school graduate with no college, earning an estimated **\$246,396** more in their lifetime.



**49%** of renters pay more than the recommended **30%** of income on their housing costs, making it difficult for them to afford other essentials such as food and healthcare.



**78%** of low-income students in Cumberland County who begin college do not graduate. Students with some college but no degree represent two-thirds of student loan debt defaults.

**21** organizations representing government, non-profits, schools, and economic development organizations are working together to help low-income individuals develop career pathways and increase their earning potential.



**26** single moms are supporting their children's developmental milestones to learn and thrive in school while increasing their family's long-term financial stability thanks to an investment from Women United.



**298** people secured employment after receiving job training or support services.

**1,019** low- and moderate-income households in Cumberland County filed their income taxes for free and returned **\$1,240,483** back into their pockets.

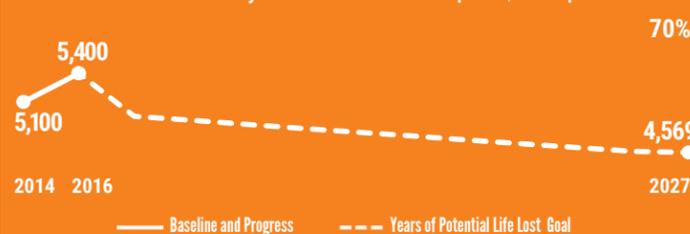
Through an innovative community partnership started in 2017, **55** low-income adults are taking care of their oral health while learning basic financial literacy skills so they can plan and save for ongoing dental health care. Research shows that **33%** of low-income adults report poor oral health impacts their ability to secure a job.



### GOAL 3: Individuals and communities have resources and opportunities to achieve optimal health status.

By 2027, reduce preventable premature deaths by 10%.

Cumberland County: Years of Potential Life Lost per 100,000 People



**+68%**



**248** more people in Cumberland County died prematurely (before the age of 75) between 2014-2016 than the previous three years, due in part to a **68%** increase in drug-overdose death.

**418** individuals in Maine, including **109** Cumberland County residents, died from a drug overdose in 2017. Maine is now **13th** in the nation for overdose deaths per capita.



**21%** of adults in Maine have a diagnosable mental illness.



Males are **4x** more likely to die from suicide than females.

**19%** of high school students have used marijuana at least one time during the preceding month.

**20%** of Cumberland County high school students have experienced three or more Adverse Childhood Experiences (abuse, neglect, and other traumatic experiences).

**302** professionals, including case managers, domestic advocates, attorneys, law enforcement, educators, medical personnel, and members of the business community, have been trained to recognize and respond to Adverse Childhood Experiences (ACEs).



United Way funding of an innovative collaborative pilot enabled **28** individuals who are currently homeless and fighting addiction to receive



specialized medical care services putting them on a path to health and self-sufficiency.

**726** youth and adults who received support and services to address mental health and/or addiction improved their daily functioning.

**23,000** Maine children rely on the Children's Health Insurance Program for access to health care. UWGP used a targeted social media campaign to urge citizens to contact their congressional representatives asking them to support the reauthorization.

